

**Amendments to the Claims**

Please cancel Claims 33-36, 45-56, 62, and 68. Please amend Claims 57, 58, 63, 64, 69 and 70. The Claim Listing below will replace all prior versions of the claims in the application:

- 1-56. (Canceled)
57. (Currently amended) The A method of Claim 56 delaying hair loss in a vertebrate, said method comprising contacting the keratinocytes of the vertebrate with a substance that binds to keratinocyte p75 nerve growth factor receptors, thereby inhibiting apoptosis, and delaying hair loss, wherein the ligand substance is a biologically active fragment of nerve growth factor.
58. (Currently amended) The A method of Claim 56 delaying hair loss in a vertebrate, said method comprising contacting the keratinocytes of the vertebrate with a substance that binds to keratinocyte p75 nerve growth factor receptors, thereby inhibiting apoptosis, and delaying hair loss, wherein the pseudo-ligand substance is a peptide comprising the amino acid sequence lysine-glycine-alanine.
59. (Previously presented) The method according to Claim 58 wherein the peptide is SEQ ID NO:4.
60. (Previously presented) The method according to Claim 58 wherein the peptide is SEQ ID NO:9.
61. (Previously presented) The method according to Claim 58 wherein the peptide is SEQ ID NO:10.
62. (Canceled)

63. (Currently amended) The A method of Claim 62 inhibiting apoptosis in keratinocytes of a vertebrate, said method comprising contacting the keratinocytes of the vertebrate with a substance that binds to keratinocyte p75 nerve growth factor receptors, thereby inhibiting apoptosis in the keratinocytes, wherein the ligand substance is a biologically active fragment of nerve growth factor.
64. (Currently amended) The A method of Claim 62 inhibiting apoptosis in keratinocytes of a vertebrate, said method comprising contacting the keratinocytes of the vertebrate with a substance that binds to keratinocyte p75 nerve growth factor receptors, thereby inhibiting apoptosis in the keratinocytes, wherein the pseudo-ligand substance is a peptide comprising the amino acid sequence lysine-glycine-alanine.
65. (Previously presented) The method according to Claim 64 wherein the peptide is SEQ ID NO:4.
66. (Previously presented) The method according to Claim 64 wherein the peptide is SEQ ID NO:9.
67. (Previously presented) The method according to Claim 64 wherein the peptide is SEQ ID NO:10.
68. (Canceled)
69. (Currently amended) The A method of Claim 68 maintaining hairs of a vertebrate in the anagen phase, said method comprising contacting the keratinocytes of the vertebrate with a substance that binds to keratinocyte p75 nerve growth factor receptors, thereby inhibiting apoptosis, and maintaining the hairs in the anagen phase, wherein the ligand substance is a biologically active fragment of nerve growth factor.

70. (Currently amended) The A method of Claim 68 maintaining hairs of a vertebrate in the anagen phase, said method comprising contacting the keratinocytes of the vertebrate with a substance that binds to keratinocyte p75 nerve growth factor receptors, thereby inhibiting apoptosis, and maintaining the hairs in the anagen phase, wherein the pseudo-ligand substance is a peptide comprising the amino acid sequence lysine-glycine-alanine.
71. (Previously presented) The method according to Claim 70 wherein the peptide is SEQ ID NO:4.
72. (Previously presented) The method according to Claim 70 wherein the peptide is SEQ ID NO:9.
73. (Previously presented) The method according to Claim 70 wherein the peptide is SEQ ID NO:10.